



USDA Weekly Retail Turkey Feature Activity

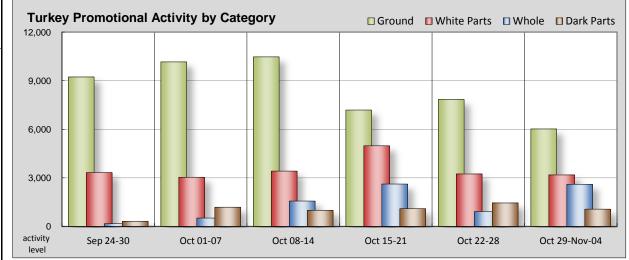
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/29 thru 11/04.

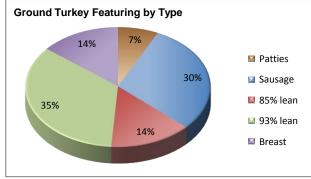
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

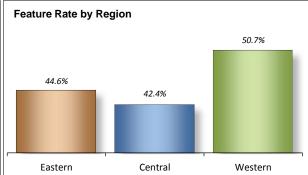
THIS WEEK
Special Rate Outlets Outlets Outlets
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Activity Index 13,650 14,590 19,760 3/ Stores Wtd Avg Stores Wtd Avg WHOLE BIRDS:
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Strips 60 4.09 10 5.45
Tenders 300 4.15 410 4.02 580 4.34
Marinated Tenders 580 3.74 600 3.98 640 3.64
Drumsticks 270 1.49 610 1.55 60 1.44
Thighs 180 1.46 220 1.59 20 1.75
Wings 300 1.47 380 1.57 60 1.40
Necks 40 1.49 200 1.49 60 1.40
Smoked Drumsticks 140 1.29 20 2.09 20 2.19
Smoked Wings 140 1.29 20 2.09 20 2.19
Smoked Necks 10 2.19
GROUND TURKEY: 6,020 2.84 7,840 2.87 9,110 2.91
Patties 430 2.95 1,040 2.67 320 2.81
Sausage 1,790 2.75 900 2.93 2,450 2.61
85% lean 860 2.02 1,420 2.02 1,580 2.07
93% lean 2,090 2.76 3,150 2.64 2,480 2.52
Breast 850 3.99 1,330 4.46 2,280 4.24
Rolls (frsh/frz 1 lb.) 200 1.96 540 1.86 30 1.50

This Week's Turkey Feature Highlights

Retail activity slows again this week on turkey features. Frozen whole birds gain more circular space with the Thanksgiving holiday only a month away. Frozen bone-in breasts are viewed more often with fresh slightly less; both are at lower prices from a week ago. Hotel breasts drop from sight. Rotisserie breast activity declines and when viewed are at considerably higher rates. Boneless white parts occupy similar space as last week, cutlets increase with the balance decreasing; values are equal to or lower than the previous week. Fresh dark parts decline this week with smoked parts more visible. Both are usually seen at lower pricings. Ground turkey is less visible as retailers begin to center their attention on traditional holiday items. 93% lean and sausage are the most popular ground items listed as consumer's adjust meal choices with the on set of cooler fall temperatures.







All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Note: rolls not included in ground fresh ground turkey total and weighted average.



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Fri. Oct 29, 2010

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV) 44.6% of 8,400 sampled outlets			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,				WESTERN U.S.	A	
								(AZ,CA,CO,ID,MT,		THE STATE OF THE S
				MO,MS,ND,NE, OH, OK,SD,		TN,TX,WI)	2	NM,NV,OR,UT,WA,WY)		A
Feature Rate 1/			42.4% of 6,300 sampled outlets 2.1% of stores w/ no-price promotions Activity Index = 2,850				50.7% of 4,500 sampled outlets 3.1% of stores w/ no-price promotions Activity Index = 3,140			
Special Rate 4/	0.5% of stores w/ no-price promotions Activity Index = 7,660									
Activity Index 2/										
-	Price Range Sumr		ary	Price Range		Summary		Price Range	Summary	
	(\$/pound)	Stores	Wtd Avg	(\$/pou	ınd)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg
WHOLE BIRDS:										
Fresh - Hens										
" - Toms										
Frozen - Hens	0.39 - 0.99	660	0.80	0.39 -		470	0.56	0.87 - 1.29	210	0.90
" - Toms	0.39 - 0.99	660	0.75	0.49 -	0.98	390	0.74	0.87 - 1.29	210	0.90
PARTS:										
Breast:										
Bone-in, whole	0.00	4.0	0.00		0.00	400	0.00	0.00		0.00
Fresh	2.69	10	2.69		2.29	120	2.29	2.28	10	2.28
Frozen	1.39 - 1.79	370	1.62	0.99 -	1.99	360	1.45	1.29 - 1.79	710	1.65
Hotel Style										
Fresh										
Frozen										
Split, bone-in										
Fresh	2.99	20	2.99							
Rotisserie	6.89 - 6.99	60	6.90		8.99	160	8.99			
Boneless, whole	3.99	180	3.99							
Cutlets	2.99 - 4.99	530	4.51		3.69	210	3.69	4.99	10	4.99
Cutlets, thin sliced	4.49 - 4.99	130	4.96							
Strips										
Tenders	3.99 - 4.99	220	4.15					3.99 - 4.99	80	4.15
Marinated Tenders	3.73 - 4.26	300	3.81	3.19 -		280	3.66			
Drumsticks	1.49 - 1.79	250	1.52		0.99	10	0.99	1.19	10	1.19
Thighs	1.49	170	1.49		0.99	10	0.99			
Wings	1.49	290	1.49		0.99	10	0.99			
Necks	1.49	40	1.49							
Smoked Drumsticks	1.29	140	1.29							
Smoked Wings	1.29	140	1.29							
Smoked Necks										
GROUND TURKEY:	0.50 0.00	400	0.07	0.00	0.70	000	0.04	0.00	10	0.00
Patties	2.59 - 2.99	190	2.87	2.98 -		230	3.01	3.00	10	3.00
Sausage	2.39 - 3.40	1,360	2.70	2.49 -		20	2.70	2.69 - 3.27	410	2.95
85% lean	1.79 - 2.33	370	1.98	1.89 -		60	2.01	1.79 - 2.39	430	2.04
93% lean	2.33 - 3.33	1,040	2.67	2.33 -		280	2.96	2.10 - 3.19	770	2.80
Breast (99-100% lean)	3.84 - 4.61	470	4.21	2.92 -		110	3.08	3.24 - 4.79	270	3.97
Rolls (frsh/frz 1 lb.)	1.99	60	1.99	0.98 -	∠.50	130	1.98	1.50	10	1.50